



Rio Rico Vitality District Master Plan Fact Sheet

The plan, market study and video are available for review and public comment at <https://santacruzcountyaz.gov/833/Plans-and-Reports>

What is the purpose of the Rio Rico Vitality District Master Plan?

The master plan outlines a framework, vision and conceptual land use plan for services, shopping, housing, dining and entertainment needs in Rio Rico, adjacent to the I-19 corridor.

It envisions a vibrant built environment serving residents, businesses, and visitors, which respects and values the character of the area and the surrounding density of the built environment.



Figure 12: Rio Rico Master Plan

How was the plan developed?

In March 2021, Santa Cruz County's Community Development launched a community master planning process. Over 21 months, the county worked with a consultant, Norris Design, to solicit public engagement through multiple venues on the perspectives and priorities of residents and business owners in Rio Rico.

The plan was developed over three phases. The first phase informed the existing conditions with community research and an online survey available to the community. The second phase developed a vision. The third phase created and vetted ideas with the public and provided opportunities for feedback. These phases of involvement culminated in the creation of the concepts, goals, policies, strategies and a conceptual land use plan presented in the Master Plan.

What is the county's role in this work?

The county's role is to support and coordinate development of the plan by convening and supporting stakeholders that can act on this plan. As such, the county will not be building out the master plan itself but can support public improvements necessary for its development. The county also can streamline land use regulations as well as support collaborative partnerships needed for plan implementation.

What are the next steps?

The plan outlines an implementation strategy and action plan to further goals in the short to long term. As first steps, the county could promote development by securing unimproved property for future public improvements, creating a stormwater master plan for the area, creating incentives to enable expedited development, creating a new overlay zoning district that enables developers to work within more flexible development standards, and creating design guidelines to create a place that attracts the type of activities and businesses outlined in this plan.

In the longer term, the county could support public improvements facilitating master plan goals, such as shared off-street parking, recreational and linear trails, and business incubation supports to small businesses.